

COMPETITIVENESS REVIEW LEADS TO MORE PUBLICITY, GROWTH OPPORTUNITIES

ABOUT GAINEY'S CONCRETE PRODUCTS, INC. Gainey's Concrete Products is a leading manufacturer of custom wastewater, storm water and industrial precast concrete products. When founder Richard Gainey died in 1994, the Gainey family rallied together to keep his dream and the company alive. Based in Holden, Louisiana, with around 40 employees, Gainey's continues to serve customers in the ever-changing concrete industry throughout Louisiana and the Gulf Coast.

THE CHALLENGE. Seeking assistance in improving their bottom line, Gainey's reached out to the Livingston Economic Development Council. The Council referred Gainey's to the MEP of Louisiana (MEPOL). Part of the MEP National Network™, MEPOL had a solid relationship with Parish Economic Development officials and agreed to help Gainey's improve their manufacturing processes to make a positive economic impact.

MEP CENTER'S ROLE. MEPOL used the Competitiveness Review© 4.0 Assessment tool to provide a systematic evaluation of the company. The tool measures operations and performance against globally competitive criteria, and focuses on systems rather than individual performance. After Gainey's completed an online questionnaire, MEPOL conducted an on-site review of the facility. "We had some tough conversations which as a result have already made us a better company," said Lisa Roache, Gainey's Chief Operating Officer. MEPOL compiled the information collected on-site and analytical data from the questionnaire to produce a report for Gainey's that included recommendations for improvements.

During the review, MEPOL found a great candidate for their Face of Manufacturing campaign. A MEPOL Marketing and Project Coordinator produced a video and write-up featuring the Gainey's employee, generating more exposure for the company. The National Precast Concrete Association (NPCA), of which Gainey's is a member, used the video as part of a national media blitz to promote their industry. NPCA also replicated one of the still pictures from the video to blow up and frame for their offices in Indiana.

The assessment uncovered tremendous opportunities to leverage MEP capabilities, including Lean training and strategic planning for future sustainability. Gainey's increased sales, made new investments, and implemented changes that led to cost savings. The company is retaining jobs and exploring new product lines, and is looking forward to further business growth and market exposure. It even established a six-person "MEPOL Team" that meets every three weeks to make sure initiatives are moving forward.

"MEPOL gave us an opportunity to really look at our business in an objective way. This perspective helped us to make some great decisions about better ways to track efficiency and quality on the manufacturing side, target our marketing efforts, and organize our business."

-Lisa Roache, Chief Operating Officer

RESULTS



\$3,000,000 in increased/retained sales



\$85,000 in cost savings



\$1,500 in new products



\$150,000 in new investment



15 new or retained jobs

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